



### INTRODUCTION LARS ALBERT BECK THOMSEN





**OWNER, TRUSTWORKS A/S** 



DIGITAL BUSINESS ARCHITECT



ASSISTANT TEACHING PROFESSOR, IT-UNIVERSITY of Copenhagen



MENTOR, CPH FINTECH





### WHAT WE DO IN TRUSTWORKS

We want to be the most trustworthy IT & Management consultancy.







**TENDER & CONTRACT MANAGEMENT** 



STRATEGY & ROADMAPS

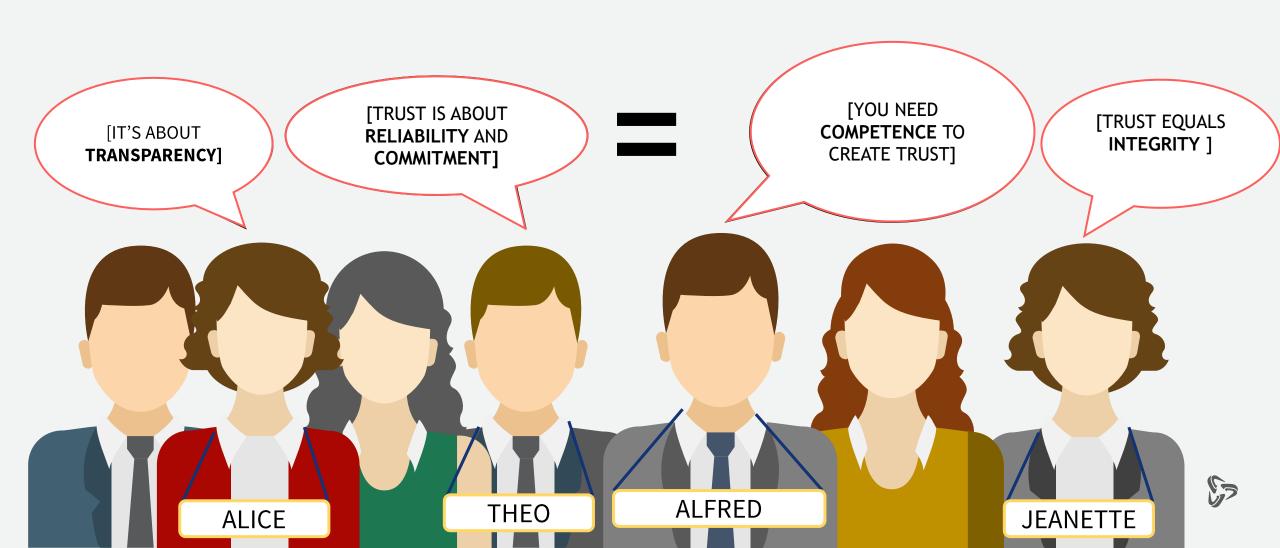


PROJECT, PROGRAM AND PORTFOLIO MANAGEMENT





## TRUST MEANS MANY THINGS TO MANY PEOPLE



## **DRIVERS FOR TRUST BY DESIGN**





# THE GAME OF PENSION



## INTRODUCTION TO THE GAME OF PENSION

How do Danes understand the dynamics behind the Danish pension schemes?



#### **SERVICE**

The Game of Pension is a service offered to pension companies and banks.



### **INSIGHT**

The game is a qualitative data collection method, which creates engagement and delivers insights



### **IMPACT**

We motivate people to engage with their pension now



#### **RELEVANCE**

Extra customer touch-point

Branding opportunity

Fun pension advice



